

CONTRACT



www.wxyz.com

WXYZ
20777 W. 10 Mile Rd.
Southfield, MI 48037
(248)827-7777

And:

Crossroads Media
66 Canal Center Plaza - Suite 555
Alexandria, VA 22314-1576

<u>Contract / Revision</u> 303926 /		<u>Alt Order #</u>
<u>Product</u> Crossroads GPS		
<u>Contract Dates</u> 07/30/12 - 08/03/12	<u>Estimate #</u> 732	
<u>Advertiser</u> Crossroads GPS		<u>Original Date / Revision</u> 07/06/12 / 08/02/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WXYZ	<u>Account Executive</u> Dave Lombardo	<u>Sales Office</u> EWS - Washing
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u> 14273	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WXYZ	07/31/12	08/06/12	5am News M-F	5-6am M-F		:30			NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 07/30/12	08/05/12	- 1111--				4	\$300.00			
		Week: 08/06/12	08/12/12	-----				0	\$0.00			
N 2	WXYZ	07/30/12	08/03/12	Action News 6am	6-7am M-F		:30			NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 07/30/12	08/05/12	1- 111--				4	\$550.00			
N 3	WXYZ	07/30/12	08/06/12	M-F 7-9am	7-9am M-F		:30			NM	6	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 07/30/12	08/05/12	11112--				6	\$550.00			
		Week: 08/06/12	08/12/12	-----				0	\$0.00			
N 4	WXYZ	07/30/12	08/03/12	M-F 9a-10a	9-10am M-F		:30			NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 07/30/12	08/05/12	1- 1- 1--				3	\$400.00			
N 5	WXYZ	07/31/12	08/06/12	M-F 10a-11a	10-11am M-F		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 07/30/12	08/05/12	- 1-- 1--				2	\$350.00			
		Week: 08/06/12	08/12/12	-----				0	\$0.00			
N 6	WXYZ	07/30/12	08/03/12	M-F 11a-12n	11am-12pm M-F		:30			NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 07/30/12	08/05/12	1- 111--				4	\$600.00			
N 7	WXYZ	07/31/12	08/06/12	12n-1p	12-1pm M-F		:30			NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 07/30/12	08/05/12	- 1- 11--				3	\$400.00			
		Week: 08/06/12	08/12/12	-----				0	\$0.00			
N 8	WXYZ	07/30/12	08/03/12	The Chew	1-2pm M-F		:30			NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 07/30/12	08/05/12	1- 1- 1--				3	\$500.00			
N 9	WXYZ	07/31/12	08/06/12	The Revolution	2-3pm M-F		:30			NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

This station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin, or ancestry.

We certify that the advertising sales practices and this advertising sales agreement do not discriminate on the basis of race or ethnicity.



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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Totals Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 07/30/12	08/05/12	- 1- 11--				3	\$500.00			
		Week: 08/06/12	08/12/12	-----				0	\$0.00			
N 10	WXYZ	07/30/12	07/30/12	5-6pm M-F	5-6pm M-F		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 07/30/12	08/05/12	M-----				1	\$650.00			
N 11	WXYZ	07/31/12	08/06/12	6-630pm M-F	6-630pm M-F		:30			NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 07/30/12	08/05/12	- 1111--				4	\$750.00			
		Week: 08/06/12	08/12/12	-----				0	\$0.00			
N 12	WXYZ	07/30/12	08/03/12	M-F 7-730p	7-730pm M-F		:30			NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 07/30/12	08/05/12	1- 1- 1--				3	\$750.00			
N 13	WXYZ	07/31/12	08/06/12	M-F 730-8pm	730-8pm M-F		:30			NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 07/30/12	08/05/12	- 1-- 1--				2	\$1,200.00			
		Week: 08/06/12	08/12/12	-----				0	\$0.00			
N 14	WXYZ	07/30/12	08/05/12	11pm Action News Update	11-1135pm M-Sun		:30			NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 07/30/12	08/05/12	1- 1----				2	\$1,400.00			
N 15	WXYZ	07/31/12	08/06/12	Nightline	1135pm-1205am M		:30			NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 07/30/12	08/05/12	- 1- 11--				3	\$600.00			
		Week: 08/06/12	08/12/12	-----				0	\$0.00			
D 16	WXYZ	08/04/12	08/04/12	GMA SAT 7-8am	SAT 7-8am		:30			NM	0	\$0.00
D 17	WXYZ	08/04/12	08/04/12	E T Weekend SA 7-8pm	E T Weekend SA 7		:30			NM	0	\$0.00
D 18	WXYZ	08/05/12	08/05/12	GMA SUN 7-8am	SUN 7-8am		:30			NM	0	\$0.00
D 19	WXYZ	08/05/12	08/05/12	Su 6-630p	6-630pm Sun		:30			NM	0	\$0.00
D 20	WXYZ	08/05/12	08/05/12	AFHV	7-8pm Sunday		:30			NM	0	\$0.00
N 21	WXYZ	08/03/12	08/03/12	Friday Prime Special	20/20		:30			NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 07/30/12	08/05/12	----F--				2	\$2,500.00			
Totals											49	\$33,100.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/03/12	49	\$33,100.00	\$28,135.00
Totals	49	\$33,100.00	\$28,135.00

Signature: _____ **Date:** _____

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